**Method and system for dynamically superimposing multimedia on a background object downloaded through the Internet**

## FIELD OF THE INVENTION

This invention relates to advertising over the Internet.

## BACKGROUND OF THE INVENTION

Many Internet sites make provision for the inclusion of advertisement banners in their web pages. In such case, a predetermined area of the web page is
5  designated for the inclusion of an advertising banner that is downloaded from a specified web server whose address is also specified when the web page is designed. If the advertising banner itself changes, then the change will automatically be reflected in the web page reaching a client without requiring any
10  change to the web page downloaded by the client. Moreover, the need to allocate an area of the web page to the advertisement banner limits the area of the web page that is available for conveying other information specific to the web site. Thus, the web site must sacrifice some of its own valuable area in order to support the advertising banner.

15  Advertising banners are designed to appeal to the web surfer in the hope that the advertised product or service will be of sufficient interest to the web surfer that he will be inclined to click on the advertisement banner and, by so doing, enter the referent web site. In fact, user reaction to static or multimedia based banners is very low and simply not comparable to other advertising and direct mail response
20  rates.